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28 Nov 06
Addendum #1

RFQ # 7002571: Creative Media / Special Events Campaigns

Submission Deadline: 4 Dec 06 @ 11:30 AM (EST)

- A six page pre-proposal meeting summary is provided for review.

A handwritten signature in black ink, appearing to read "Jerome D. Moynihan", is located below the bullet point.

Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
RIDOT Addendum Notification

**7002571 – RFP W/COST Highway Safety Creative Media and
Special Event Campaigns and Reports**

Per the issuance of Department of Transportation **ADDENDUM # 7002571A1** the following changes are noted:

- **CLARIFICATION**

Attached responses will clarify questions and comments discussed at the Pre-Proposal Meeting held November 15, 2006.

- **ATTENDANCE SHEET**

Courtesy copy of Attendance Sheet from Pre-Proposal Meeting held on November 15, 2006.

RI Department of Transportation
November 15, 2006

TO ALL CONSULTANTS:

- Respondents are instructed to submit - EACH under separate cover: an **original plus 5 Copies of Technical Proposals** and an **original plus 5 Copies of 2-YR. itemized Cost Proposals**. Information requested should be limited to requirements cited in RFP. Please make sure Technical Proposals and Cost Proposals are submitted under separate cover as Purchasing will hold Cost Proposals sealed until after DOT Phase I evaluation.
- **The term of this contract is for two (2) years not to exceed a total amount of \$200,000** pending federal approval of funding. At RIDOT's discretion, should some or all of these services be needed, one (1) additional year may be added to this contract through negotiation.
- **RIVIP BIDDER CERTIFICATION COVER FORM MUST** be completed and submitted with proposal; failure to do so MAY result in disqualification.

"ORIGINAL" RIVIP FORM should be clearly presented for Purchases review and a "COPY" of RIVIP FORM should be included in EACH proposal submission.
- Questions may be e-mailed to the RIDOT website @ www.dot.ri.gov through steps outlined in RFP. The **Q&A Forum** will disable 5 full calendar days prior to the due for this project; therefore the closing date for this project is MIDNIGHT on NOVEMBER 29, 2006.
- **DUE DATE for submission is December 4, 2006 no later than 11:30 AM;** Submission package must be submitted to the **Division of Purchases** and should be clearly labeled as to **Bid # and Project Description**
- There is **10% DBE GOAL ASSIGNMENT** for this project. A listing of current RI certified DBE firms is available through the DOT website. Your proposal must identify how you plan to achieve this DBE Goal. The DBE Firms listed must be a RI Certified DBE firm at the time of submission.
- **Standard Federal Form 330 (effective 6/8/04) must be completed by PRIME** and included in response to this RFP/C. Access to this current form may be obtained @ www.gsa.gov

QUESTIONS:

1. Q – On Page 10, Section 4, you note the selected firm will promote national safety campaign event weeks; approximately how many events are held per year? Does it pertain to each safety topic?

A – The amount of events varies from year to year depending on what safety issues are most prevalent at the time. Some points of reference would be the www.trafficsafetymarketing.gov where you can reference a calendar of the number of enforcement based weeks, for example the Click-It or Ticket seatbelt campaign and alcohol mobilizations.

2. Q - On Page 10, Section 4, you discuss updating the website to promote safety initiatives and sharing data; are you expecting a complete overhaul of the site in addition to maintaining the data, or are you looking for an upgrade of existing data? In terms of cost effectiveness, how in depth of an overhaul is required and degree of interaction?

A- We are expecting an upgrade of existing site in conjunction with the RIDOT webmaster. The data will be maintained on the site but not changed in any way.

3. Q – Do you currently have a content management system available? What type of management software are you currently using?

A-The selected firm will work with the RIDOT webmaster in terms of the website. The software currently being used to maintain the current site is Dreamweaver.

4. Q – On page 10, Section 5, will press events be required for each of the scheduled safety weeks?

A- Not necessarily, but most likely either a press event or press release will occur.

5. Q – On Page 10, Section 5, there is mention of the selected firm to provide office space, office equipment and office support; Does the selected firm need to obtain office space onsite or in Rhode Island?

A – No.

6. Q – Is there a monetary range of what is paid for media coverage per year?

A – The range is between \$750K to \$1 Million per year depending on the funding available.

7. Q – What type of media blend is expected in terms of television, radio and press? Is there a priority ranking system that RIOHS uses to identify what works most effectively?

A - The bulk of media is electronic, approximately 75% TV/Cable/Radio. The most targeted demographic are males between the ages of 18-34 and due to the prevalence of technology today, we have found this is the best form to communicate ads.

8. Q – Will the cost of producing television spots with the inclusion of film and editing, be covered under the 200K budget?

A – Yes.

9. Q – Will new collateral materials (printing) be included in the 200K budget?

A – The RIOHS is in the process of developing an RFP for printing which will cover most of the printing costs. There will be some printing required however under this contract.

10. Q – Are the existing quantities available for printing that have been done in the past?

A – The RIOHS is looking to do more outreach in the community (grantees, MADD etc.) and looking to increase collateral. The selected consultant will provide RIOHS with new media ideas and solutions and OHS would provide the printing.

11. Q – In terms of previous campaigns, are there any rankings established for top priorities?

A – It is mostly data driven and funding availability. Alcohol is a top issue, along with focusing on seatbelt use and speed issues. RIOHS concentrates on the human aspect of transportation issues and behavioral changes.

12. Q – If the percentage of electronic media covers 65-75%, does the remaining percentage include radio?

A – Yes, but we believe television is a priority given availability of federal funding. Newspaper blocks are usually donated by outside associations, therefore billboards and radio will cover the remaining percentage. The RIOHS is also open to online web advertisements, for example, www.projo.com.

13. Q – In terms of data collection compilation, what is the nature of coordinating committees and what is the type of reporting required?

A – As stated on Page 11, Section 5 the selected firm will be required to communicate with the members of the TRCC to schedule and confirm meetings as well as attend the meetings, prepare agendas and complete minutes for each meeting. Further, the selected firm will provide meeting materials as well as follow-up with all members of TRCC on assigned tasks.

+++PRE-PROPOSAL MEETING SIGN-IN SHEET+++

DATE: November 15, 2006

TIME: 10:00 A.M.

LOCATION: RIDOT TMC - Room 126

SUBJECT:

RFQ 7002571 – OHS Creative Media Campaign[illegible]